

ESTTA Tracking number: **ESTTA754069**

Filing date: **06/22/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	LinkedIn Corporation
Granted to Date of previous extension	06/22/2016
Address	2029 Stierlin Court Mountain View, CA 94043 UNITED STATES
Correspondence information	Judd D. Lauter Cooley LLP 1299 Pennsylvania Avenue Suite 700 Washington, DC 20004 UNITED STATES TRADEMARKS@COOLEY.COM Phone:202 728-7052

Applicant Information

Application No	86768908	Publication date	02/23/2016
Opposition Filing Date	06/22/2016	Opposition Period Ends	06/22/2016
Applicant	Visceral Technologies, LLC c/o Robert W. Clarida New York, NY 10022 UNITED STATES		

Goods/Services Affected by Opposition

Class 009. First Use: 2015/09/18 First Use In Commerce: 2015/09/18 All goods and services in the class are opposed, namely: mobile phone application to connect travelers
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Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3971643	Application Date	07/16/2009
Registration Date	05/31/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		


Design Mark	
Description of Mark	The mark consists of the word "LINKED" next to a square with a shaded background containing the word "IN".
Goods/Services	Class 041. First use: First Use: 2007/09/00 First Use In Commerce: 2007/09/00 Entertainment and educational services,namely, conducting seminars, work-shops,conferences and exhibitions featuring instructional presentations in the fieldsof personal development, career development, relationship building and social networking; entertainment and educationalservices, namely, conducting discussiongroups in the fields of personal development, career development, relationship building and social networking; on-line journals, namely, blogs featuring information about personal development and career development; online electronic publishing services, namely, publication of text and graphic works of others featuring information regarding topics of professional interest


U.S. Registration No.	4016684	Application Date	07/16/2009
Registration Date	08/23/2011	Foreign Priority Date	NONE
Word Mark	IN		
Design Mark			
Description of Mark	The mark consists of the word "in" shown inside a square with a shaded background.		
Goods/Services	Class 041. First use: First Use: 2007/09/00 First Use In Commerce: 2007/09/00 Entertainment and educational services,namely, conducting seminars, work-shops,conferences and exhibitions featuring instructional presentations in the fieldsof personal development, career development, relationship building and social networking; entertainment and educationalservices, namely, conducting discussiongroups in the fields of personal development, career development, re-		


	lationship building and social networking; on-line journals, namely, blogs featuring information about personal development and career development; online electronic publishing services, namely, publication of text and graphic works of others featuring information regarding topics of professional interest
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U.S. Registration No.	4016685	Application Date	07/16/2009
Registration Date	08/23/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2007/09/00 First Use In Commerce: 2007/09/00 Entertainment and educational services,namely, conducting seminars, work-shops,conferences and exhibitions featuring instructional presentations in the fieldsof personal development, career development, relationship building and social networking; entertainment and educationalservices, namely, conducting discussiongroups in the fields of personal development, career development, re-lationship building and social networking; on-line journals, namely, blogs featur-ing information about personal development and career development; online electronic publishing services, namely, publication of text and graphic works of others featuring information regarding topics of professional interest		


U.S. Registration No.	4016687	Application Date	07/16/2009
Registration Date	08/23/2011	Foreign Priority Date	NONE
Word Mark	IN		

Design Mark			
Description of Mark	The mark consists of the word "in" shown in white letters inside a blue square.		
Goods/Services	Class 041. First use: First Use: 2007/09/00 First Use In Commerce: 2007/09/00 Entertainment and educational services, namely, conducting seminars, workshops, conferences and exhibitions featuring instructional presentations in the fields of personal development, career development, relationship building and social networking; entertainment and educational services, namely, conducting discussion groups in the fields of personal development, career development, relationship building and social networking; on-line journals, namely, blogs featuring information about personal development and career development; online electronic publishing services, namely, publication of text and graphic works of others featuring information regarding topics of professional interest		
U.S. Registration No.	3971642	Application Date	07/16/2009
Registration Date	05/31/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		


Design Mark	
Description of Mark	The mark consists of the word "LINKED" next to a square with a shaded background containing the word "IN".
Goods/Services	Class 009. First use: First Use: 2007/04/00 First Use In Commerce: 2007/04/00 Computer software for the collection, editing, organizing, modifying, bookmarking, transmission, storage and sharing of data and information in the fields of business and social networking, employment, careers and recruiting; downloadable electronic publications in the nature of newsletters, research reports, articles and white papers on topics of professional interest, all in the fields of business and social networking, recruiting and employment, and personal and career development; computer software development tools for business and social networking; computer software that provides web-based access to applications and services through a web-operating system or portal interface


U.S. Registration No.	4123511	Application Date	09/07/2010
Registration Date	04/10/2012	Foreign Priority Date	03/15/2010
Word Mark	MONOLIX		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: First Use: 0 First Use In Commerce: 0 Computer programs recorded on data media (software) enabling modeling and simulation of biological and natural phenomena; computer programs recorded on data media (software) to aid decision making in the field of the analysis of non-linear mixed effects models</p> <p>Class 042. First use: First Use: 0 First Use In Commerce: 0 Design, development, installation, customization, maintenance and updating of computer software; conducting scientific study and research, namely, technical project studies in the fields of parameter estimation, model selection, goodness of fit plots, data simulation; scientific and technological evaluation and research provided by engineers; engineering; computer programming; research and de-</p>		


	velopment of new computer products for others; duplication of computer programs; data conversion of computer programs and data, not physical conversion; consultancy, assistance, namely, technological assistance, and technical support services in the nature of troubleshooting in the nature of diagnosing computer hardware and software problems in the fields of computers and computer hardware and software
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U.S. Registration No.	4023512	Application Date	07/16/2009
Registration Date	09/06/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2007/04/00 First Use In Commerce: 2007/04/00 Computer software for the collection, editing, organizing, modifying, bookmarking, transmission, storage and sharing of data and information in the fields of business and social networking, employment, careers and recruiting; downloadable electronic publications in the nature of newsletters, research reports, articles and white papers on topics of professional interest, all in the fields of business and social networking, recruiting and employment, and personal and career development; computer software development tools for business and social networking; computer software that provides web-based access to applications and services through a web-operating system or portal interface		

U.S. Registration No.	4025513	Application Date	01/24/2011
Registration Date	09/13/2011	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark	
Description of Mark	The mark consists of the head of a steer.
Goods/Services	Class 018. First use: First Use: 2010/05/03 First Use In Commerce: 2010/05/03 Animal hides sold to others for further processing

U.S. Registration No.	3975152	Application Date	07/16/2009
Registration Date	06/07/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	The mark consists of the word "LINKED" next to a square with a shaded background containing the word "IN".		
Goods/Services	Class 038. First use: First Use: 2008/12/00 First Use In Commerce: 2008/12/00 Telecommunications services, namely, electronic transmission of data and digital messaging via mobile handheld devices and via wired and wireless communication devices; telecommunications services, namely, enabling users to electronically transmit messages, text, multimedia content, videos, photos, audio, animation and images via a global computer network; providing online communications links which transfer website users to other websites; providing online forums, chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; providing access to computer, electronic and online databases; audio and video broadcasting services over the Internet, namely, posting, displaying, and electronically transmitting data, audio and video; providing access to computer databases in the fields of entertainment and education; providing access to computer databases in the field of social networking		

U.S. Registration No.	3967561	Application Date	07/16/2009
Registration Date	05/24/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 2008/07/00 First Use In Commerce: 2008/07/00</p> <p>Computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the Internet; computer services, namely, creating an on-line community for registered users to organize groups, events, participate in discussions, share information and resources, and engage in social, business and community networking; providing temporary use of on-line non-downloadable software for allowing web site users to communicate information of general interest for purposes of social, business and community networking, marketing, recruitment and employment; providing a website featuring temporary use of non-downloadable software enabling users to search, locate and communicate with others via electronic communications networks to network, conduct surveys, track online reference to job opportunities and business topics; computer services in the nature of customized web pages featuring user-defined information, personal profiles, audio and images; scientific and industrial research in the fields of business and online social networking; providing a web site featuring temporary use of non-downloadable software allowing web site users to post and display online videos and photos for sharing with others for entertainment purposes; computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media including photos, audio and video content on general topics of social interest</p>		

U.S. Registration No.	3979174	Application Date	07/16/2009
Registration Date	06/14/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of	The mark consists of the word "LINKED" next to a square with a shaded back-		


Mark	ground containing the word "IN".
Goods/Services	Class 042. First use: First Use: 2008/07/00 First Use In Commerce: 2008/07/00 Computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the Internet; computer services, namely, creating anon-line community for registered users to organize groups, events, participate in discussions, share information and resources, and engage in social, business and community networking; providing temporary use of on-line non-downloadable software for allowing web site users to communicate information of general interest for purposes of social, business and community networking, marketing, recruitment and employment; providing a website featuring temporary use of non-downloadable software enabling users to search, locate and communicate with others via electronic communications networks to network, conduct surveys, track online reference to job opportunities and business topics; computer services in the nature of customized web pages featuring user-defined information, personal profiles, and images; scientific and industrial research in the fields of business and online social networking; providing a web site featuring temporary use of non-downloadable software allowing web site users to post and display online videos and photos for sharing with others for entertainment purposes; computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, formvirtual communities, and engage in social networking featuring social media including photos, audio and video content on general topics of social interest


U.S. Registration No.	3971641	Application Date	07/16/2009
Registration Date	05/31/2011	Foreign Priority Date	NONE
Word Mark	IN		
Design Mark			
Description of Mark	The mark consists of the word "IN" shown inside a square with a shaded background.		
Goods/Services	Class 042. First use: First Use: 2008/07/00 First Use In Commerce: 2008/07/00 Computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the Internet;		

	computer services, namely, creating an on-line community for registered users to organize groups, events, participate in discussions, share information and resources, and engage in social, business and community networking; providing temporary use of on-line non-downloadable software for allowing web site users to communicate information of general interest for purposes of social, business and community networking, marketing, recruitment and employment; providing a website featuring temporary use of non-downloadable software enabling users to search, locate and communicate with others via electronic communications networks to network, conduct surveys, track online reference to job opportunities and business topics; computer services in the nature of customized web pages featuring user-defined information, personal profiles, and images; scientific and industrial research in the fields of business and online social networking; providing a web site featuring temporary use of non-downloadable software allowing web site users to post and display online videos and photos for sharing with others for entertainment purposes; computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media including photos, audio and video content on general topics of social interest
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U.S. Registration No.	3971640	Application Date	07/16/2009
Registration Date	05/31/2011	Foreign Priority Date	NONE
Word Mark	IN		
Design Mark			
Description of Mark	The mark consists of the word "IN" shown in white letters inside a blue square.		
Goods/Services	Class 042. First use: First Use: 2008/07/00 First Use In Commerce: 2008/07/00 Computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the Internet; computer services, namely, creating an on-line community for registered users to organize groups, events, participate in discussions, share information and resources, and engage in social, business and community networking; providing temporary use of on-line non-downloadable software for allowing web site users		

	to communicate information of general interest for purposes of social, business and community networking, marketing, recruitment and employment; providing a website featuring temporary use of non-downloadable software enabling users to search, locate and communicate with others via electronic communications networks to network, conduct surveys, track online reference to job opportunities and business topics; computer services in the nature of customized web pages featuring user-defined information, personal profiles, and images; scientific and industrial research in the fields of business and online social networking; providing a web site featuring temporary use of non-downloadable software allowing web site users to post and display online videos and photos for sharing with others for entertainment purposes; computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media including photos, audio and video content on general topics of social interest
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U.S. Registration No.	3971644	Application Date	07/16/2009
Registration Date	05/31/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	The mark consists of the word "LINKED" next to a square with a shaded background containing the word "IN".		
Goods/Services	Class 045. First use: First Use: 2003/05/00 First Use In Commerce: 2003/05/00 Social introduction and social networking services; licensing of computer software and intellectual property		


U.S. Registration No.	4007079	Application Date	07/16/2009
Registration Date	08/02/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 045. First use: First Use: 2003/05/00 First Use In Commerce: 2003/05/00 Social introduction and social networking services; licensing of computer soft-		

	ware and intellectual property
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U.S. Registration No.	4016686	Application Date	07/16/2009
Registration Date	08/23/2011	Foreign Priority Date	NONE
Word Mark	IN		
Design Mark			
Description of Mark	The mark consists of the word "in" shown inside a square with a shaded background.		
Goods/Services	Class 045. First use: First Use: 2003/05/00 First Use In Commerce: 2003/05/00 Social introduction and social networking services; licensing of computer software and intellectual property		

U.S. Registration No.	4016688	Application Date	07/16/2009
Registration Date	08/23/2011	Foreign Priority Date	NONE
Word Mark	IN		

Design Mark	
Description of Mark	The mark consists of the word "in" shown in white letters inside a blue square.
Goods/Services	Class 045. First use: First Use: 2003/05/00 First Use In Commerce: 2003/05/00 Social introduction and social networking services; licensing of computer software and intellectual property

U.S. Registration No.	3959413	Application Date	07/16/2009
Registration Date	05/10/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	The mark consists of the word "LINKED" next to a square with a shaded background containing the word "IN".		
Goods/Services	Class 035. First use: First Use: 2008/07/00 First Use In Commerce: 2008/07/00 Advertising and marketing services, namely, promoting goods and services for businesses; providing an online searchable database featuring employment and career opportunities and business, employment and professional queries and answers; job placement services, human resources consulting services; business research and survey services; promoting the goods and services of others via a global computer network; advertising, marketing and promotional services related to all industries for the purpose of facilitating networking and socializing opportunities for business purposes; charitable services, namely, promoting public awareness about community service; providing online career networking services and information in the fields of employment, recruitment, job resources, and job listings; personnel recruitment and placement services; electronic commerce services, namely, providing information about products and services via tele-		

	communication networks for advertising and sales purposes; providing networking opportunities for individuals seeking employment; on-line professional networking opportunities; providing online computer databases and online searchable databases in the fields of business and professional networking
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U.S. Registration No.	3959419	Application Date	07/16/2009
Registration Date	05/10/2011	Foreign Priority Date	NONE


Word Mark	IN
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Design Mark	
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Description of Mark	The mark consists of the word "IN" shown inside a square with a shaded background.
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Goods/Services	Class 035. First use: First Use: 2008/07/00 First Use In Commerce: 2008/07/00 Advertising and marketing services, namely, promoting goods and services for businesses; providing an online searchable database featuring employment and career opportunities and business, employment and professional queries and answers; job placement services, human resources consulting services; business research and survey services; promoting the goods and services of others via a global computer network; advertising, marketing and promotional services related to all industries for the purpose of facilitating networking and socializing opportunities for business purposes; charitable services, namely, promoting public awareness about community service; providing online career networking services and information in the fields of employment, recruitment, job resources, and job listings; personnel recruitment and placement services; electronic commerce services, namely, providing information about products and services via telecommunication networks for advertising and sales purposes; providing networking opportunities for individuals seeking employment; on-line professional networking opportunities; providing online computer databases and online searchable databases in the fields of business and professional networking
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U.S. Registration No.	3959420	Application Date	07/16/2009
Registration Date	05/10/2011	Foreign Priority Date	NONE


Word Mark	IN
Design Mark	
Description of Mark	The mark consists of the word "IN" shown in white letters inside a blue square.
Goods/Services	Class 035. First use: First Use: 2008/07/00 First Use In Commerce: 2008/07/00 Advertising and marketing services, namely, promoting goods and services for businesses; providing an online searchable database featuring employment and career opportunities and business, employment and professional queries and answers; job placement services, human resources consulting services; business research and survey services; promoting the goods and services of others via a global computer network; advertising, marketing and promotional services related to all industries for the purpose of facilitating networking and socializing opportunities for business purposes; charitable services, namely, promoting public awareness about community service; providing online career networking services and information in the fields of employment, recruitment, job resources, and job listings; personnel recruitment and placement services; electronic commerce services, namely, providing information about products and services via telecommunication networks for advertising and sales purposes; providing networking opportunities for individuals seeking employment; on-line professional networking opportunities; providing online computer databases and online searchable databases in the fields of business and professional networking

U.S. Registration No.	3963244	Application Date	07/16/2009
Registration Date	05/17/2011	Foreign Priority Date	NONE
Word Mark	LINKEDIN		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 035. First use: First Use: 2008/07/00 First Use In Commerce: 2008/07/00 Advertising and marketing services, namely, promoting goods and services for businesses; providing an online searchable database featuring employment and career opportunities and business, employment and professional queries and answers; job placement services, human resources consulting services; business research and survey services; promoting the goods and services of others via a global computer network; advertising, marketing and promotional services related to all industries for the purpose of facilitating networking and socializing opportunities for business purposes; charitable services, namely, promoting public awareness about community service; providing online career networking services and information in the fields of employment, recruitment, job resources, and job listings; personnel recruitment and placement services; electronic commerce services, namely, providing information about products and services via telecommunication networks for advertising and sales purposes; providing networking opportunities for individuals seeking employment; on-line professional networking opportunities; providing online computer databases and online searchable databases in the fields of business and professional networking


U.S. Registration No.	3074241	Application Date	05/05/2003
Registration Date	03/28/2006	Foreign Priority Date	NONE
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2003/05/05 First Use In Commerce: 2003/05/05 Online business networking services		

U.S. Registration No.	3074242	Application Date	05/05/2003
Registration Date	03/28/2006	Foreign Priority	NONE

		Date	
Word Mark	LINKEDIN		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2003/05/05 First Use In Commerce: 2003/05/05 Online business networking services		

U.S. Registration No.	3704030	Application Date	12/11/2007
Registration Date	11/03/2009	Foreign Priority Date	NONE
Word Mark	IN		
Design Mark			
Description of Mark	The mark consists of the word "in" shown inside a square with shaded background.		
Goods/Services	Class 035. First use: First Use: 2003/10/23 First Use In Commerce: 2003/10/23 Online business networking services		

U.S. Registration No.	3704031	Application Date	12/11/2007
Registration Date	11/03/2009	Foreign Priority Date	NONE
Word Mark	IN		

Design Mark	
Description of Mark	The mark consists of the word "in" shown in white letters inside a blue square.
Goods/Services	Class 035. First use: First Use: 2003/10/23 First Use In Commerce: 2003/10/23 Online business networking services

Attachments	77981735#TMSN.png(bytes) 77982134#TMSN.png(bytes) 77982140#TMSN.png(bytes) 77982144#TMSN.png(bytes) 77981734#TMSN.png(bytes) 79087917#TMSN.png(bytes) 77982139#TMSN.png(bytes) 85224533#TMSN.png(bytes) 77782942#TMSN.png(bytes) 77981731#TMSN.png(bytes) 77981780#TMSN.png(bytes) 77981733#TMSN.png(bytes) 77981732#TMSN.png(bytes) 77981736#TMSN.png(bytes) 77982132#TMSN.png(bytes) 77982141#TMSN.png(bytes) 77982145#TMSN.png(bytes) 77981556#TMSN.png(bytes) 77981607#TMSN.png(bytes) 77981608#TMSN.png(bytes) 77981606#TMSN.png(bytes) 78245639#TMSN.png(bytes) 78245676#TMSN.png(bytes) 77349546#TMSN.png(bytes) 77349553#TMSN.png(bytes) CHECKEDINNOPNotice of Opposition re CHECKEDIN by Visceral Technologies LLC.pdf(114420 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/anne h. peck/
Name	Anne H. Peck
Date	06/22/2016

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of application Serial Nos. 86/768,908
For the Trademark CHECKEDIN
Published in the *Official Gazette*
on February 23, 2016

LINKEDIN CORPORATION,)	
)	
Opposer,)	
)	Opposition No.
v.)	
)	
VISCERAL TECHNOLOGIES, LLC,)	
)	
Applicant.)	
_____)	

NOTICE OF OPPOSITION

Opposer LinkedIn Corporation (“LinkedIn”), a Delaware corporation having its principal place of business at 2029 Stierlin Court, Mountain View, California 94043, believes that it will be damaged by the issuance of a registration for the mark CHECKEDIN in Application Serial No. 86/768,908 filed September 25, 2015 (the “Application”) by Visceral Technologies, LLC, a limited liability company with an address of record at c/o Robert W. Clarida, 885 Third Avenue, 20th Floor, New York, New York 10022 (“Applicant”). LinkedIn hereby opposes Applicant’s Application pursuant to Section 13 of the United States Trademark Act, as amended, 15 U.S.C. §1063.

As grounds for opposition, LinkedIn alleges that:

1. LinkedIn operates the world's largest professional network on the internet with more than 400 million members in over 200 countries and territories. LinkedIn offers its networking services via its website at www.linkedin.com and via a mobile app which is available in the Apple AppStore and GooglePlay (*see* <https://mobile.linkedin.com/>). LinkedIn's members span a wide range of professions and companies from Fortune 500 enterprises to small businesses. LinkedIn's networking software and services facilitate the ability of individuals to identify and connect with other business professionals, to identify and pursue business and career opportunities, engage in business and community networking, and obtain and exchange information and resources across a broad spectrum of topics. LinkedIn users have the ability to form and join groups, each of which is centered on a particular subject. Groups offer members a more focused network within which to connect, exchange information, promote their businesses services, develop personal and professional relationships, identify business opportunities and share resources.

2. Since its launch in 2003, LinkedIn has continuously used the marks LINKEDIN, LINKEDIN & Design, and IN & Design (collectively the "LINKEDIN Marks") in interstate commerce in the United States in connection with its networking software and services.

3. LinkedIn is the owner of numerous U.S. registrations for the LINKEDIN Marks on the Principal Register including without limitation: U.S. Registration No. 3,971,642 issued on May 31, 2011 and Registration Nos. 4,023,511, 4,023,512, and 4,023,513 issued on September 6, respectively, and covering, *inter alia*, "...computer software for the collection, editing, organizing, modifying, bookmarking, transmission, storage and sharing of data and information in the fields of business and social networking, employment, careers and recruiting;

downloadable electronic publications in the nature of newsletters, research reports, articles and white papers on topics of professional interest, all in the fields of business and social networking, recruiting and employment, and personal and career development...” in Class 9; U.S. Registration No. 3,975,152 issued on June 7, 2011 and covering, “telecommunications services, namely, electronic transmission of data and digital messaging via mobile handheld devices and via wired and wireless communication devices; telecommunications services, namely, enabling users to electronically transmit messages, text, multimedia content, videos, photos, audio, animation and images via a global computer network; providing online communications links which transfer website users to other websites; providing online forums, chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest; providing access to computer, electronic and online databases; audio and video broadcasting services over the Internet, namely, posting, displaying, and electronically transmitting data, audio and video; providing access to computer databases in the fields of entertainment and education; providing access to computer databases in the field of social networking” in Class 38; U.S. Registration Nos. 3,967,561 and 3,979,174 issued on May 24, 2011 and June 14, 2011, respectively, and U.S. Registration Nos. 3,971,641 and 3,971,640 issued May 31, 2011 and covering, *inter alia*, “computer services, namely, hosting electronic facilities for others for organizing and conducting meetings, events and interactive discussions via the Internet; computer services, namely, creating an on-line community for registered users to organize groups, events, participate in discussions, share information and resources, and engage in social, business and community networking; providing temporary use of on-line non-downloadable software for allowing web site users to communicate information of general

interest for purposes of social, business and community networking, marketing, recruitment and employment; providing a website featuring temporary use of non-downloadable software enabling users to search, locate and communicate with others via electronic communications networks to network, conduct surveys, track online reference to job opportunities and business topics; ...computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking featuring social media including photos, audio and video content on general topics of social interest” in Class 42; U.S. Registration Nos. 3,971,644 and 4,007,079 issued on May 31, 2011 and August 2, 2011, respectively, and U.S. Registration Nos. 4,016,686 and 4,016,688 issued on August 23, 2011, and covering, *inter alia*, “social introduction and social networking services...” in Class 45; U.S. Registration Nos. 3,959,413, 3,959,419, and 3,959,420 issued on May 10, 2011, and U.S. Registration No. 3,963,244 issued on May 17, 2011, and covering, *inter alia*, “advertising and marketing services, namely, promoting goods and services for businesses; ...promoting the goods and services of others via a global computer network; advertising, marketing and promotional services related to all industries for the purpose of facilitating networking and socializing opportunities for business purposes; ...electronic commerce services, namely, providing information about products and services via telecommunication networks for advertising and sales purposes; providing networking opportunities for individuals seeking employment; on-line professional networking opportunities; providing online computer databases and online searchable databases in the fields of business and professional networking” in Class 35; U.S. Registration Nos. 3,074,241 and 3,074,242 issued on March 28, 2006 and U.S. Registration Nos. 3,704,030 and 3,704,031 issued

on November 3, 2009 and covering “[o]nline business networking services” in Class 35; and U.S. Registration No. 3,971,643 issued on May 31, 2011, and U.S. Registration Nos. 4,016,684, 4,016,685, and 4,016,687 issued on August 23, 2011 covering “entertainment and educational services, namely, conducting seminars, workshops, conferences and exhibitions featuring instructional presentations in the fields of personal development, career development, relationship building and social networking; entertainment and educational services, namely, conducting discussion groups in the fields of personal development, career development, relationship building and social networking; on-line journals, namely, blogs featuring information about personal development and career development; online electronic publishing services, namely, publication of text and graphic works of others featuring information regarding topics of professional interest” in Class 41.

4. LinkedIn also owns common law rights in the LINKEDIN Marks arising from its continual use of these marks in connection with its software and services offerings since 2003. LinkedIn is used by business professionals to share travel information, identify and connect with others located in a given destination, and to schedule and arrange meetings and events related to the travel.

5. LinkedIn has expended considerable effort and expense in promoting the LINKEDIN Marks and the software and services offered in connection with these marks, both in the United States and internationally, and the Marks embody the substantial and valuable reputation and goodwill that LinkedIn has earned in the marketplace for its high quality networking software and services.

6. In addition to its own advertising efforts, LinkedIn has been the subject of thousands of unsolicited stories in the media, highlighting LinkedIn's innovative and successful online networking software and services. LinkedIn has also received awards and recognitions for its innovative offerings.

7. As a result of LinkedIn's widespread use of the LINKEDIN Marks worldwide, extensive advertising and promotion and continuous and unsolicited media coverage, as well as the high degree of consumer recognition of the LINKEDIN Marks, the strong and loyal base of customers that LinkedIn enjoys for its software and services, and LinkedIn's trademark registrations, among other factors, the LINKEDIN Marks are famous within the meaning of Section 43(c) of the United States Trademark Act, 15 U.S.C. §1125(c).

APPLICANT AND ITS PENDING APPLICATION

8. Applicant seeks to register the mark CHECKEDIN ("Applicant's Mark") in connection with "mobile phone application to connect travelers" in Class 9.

9. The Application was published in the *Official Gazette* of the PTO on February 23, 2016. LinkedIn filed a Request for Extension of Time to Oppose on March 24, 2016, which was granted, extending the time to oppose to June 22, 2016. This Opposition is timely filed.

10. Applicant's Mark is substantially similar to the LINKEDIN Marks in sight, sound, and overall commercial impression. Applicant's Mark features the term "CHECKED," which is in the past tense, with the formative "IN," thus closely imitating the overall commercial impression of the LINKEDIN Marks.

11. In addition, Applicant's Mark is used in connection with goods which are highly similar to and overlapping with the goods and services offered by LinkedIn, namely facilitating the ability of persons, including travelers, to connect with one another.

12. Due to the similarities in commercial impression with the LINKEDIN Marks and the direct overlap in offerings, Applicant's Mark is likely to create consumer confusion.

13. Upon information and belief, Applicant selected Applicant's Mark with knowledge of the LINKEDIN Marks.

14. LinkedIn is not affiliated or connected with Applicant or its goods, nor has LinkedIn endorsed or sponsored Applicant or its goods.

15. There is no issue as to priority of use. LinkedIn began using its LINKEDIN Marks, and enjoys priority as a result of the filing dates of its trademark registrations, well prior to the filing date of the application for Applicant's Mark and Applicant's claimed first use date in connection with a mobile phone application.

**FIRST GROUND FOR OPPOSITION
LIKELIHOOD OF CONFUSION**

16. LinkedIn incorporates by reference paragraphs 1 through 15, inclusive, as if fully set forth here.

17. Applicant's Mark is highly similar to the LINKEDIN Marks in appearance, sound, and commercial impression because it features the term "CHECKED" with the formative "IN." Applicant's Mark thereby creates a commercial impression similar to the overall commercial impression of the LINKEDIN Marks.

18. The goods offered by each party are closely related. According to the identification of goods in the subject application, Applicant intends to use the mark in connection

with “mobile phone application to connect travelers.” As set forth above, these goods are related to and overlapping with LinkedIn’s goods and services.

19. LinkedIn is not affiliated or connected with Applicant or its goods, nor has LinkedIn endorsed or sponsored Applicant or its goods.

20. Registration of Applicant’s Mark will injure LinkedIn by causing the public to be confused or mistaken into believing that the goods provided by Applicant are endorsed or sponsored by LinkedIn. LinkedIn has no control over the nature and quality of the goods offered by Applicant under Applicant’s Mark, and LinkedIn’s reputation and goodwill will be damaged and the value of the LINKEDIN Marks jeopardized, all to LinkedIn’s detriment.

21. Accordingly, registration of Applicant’s Mark herein opposed will damage LinkedIn because Applicant’s Mark is likely, when used on or in connection with the goods described in the opposed application, to cause confusion, or to cause mistake or to deceive. Thus, Applicant’s Mark is unregistrable under Sections 2(d) and 3 of the United States Trademark Act, as amended, 15 U.S.C. §§1052 and 1053, and should be refused registration.

**SECOND GROUND FOR OPPOSITION
DILUTION OF A FAMOUS MARK**

22. LinkedIn incorporates by reference paragraphs 1 through 21, inclusive, as if fully set forth here.

23. The LINKEDIN Marks are highly distinctive of LinkedIn’s software and services.

24. LinkedIn has used the LINKEDIN Marks since at least 2003 for its networking software and services, as alleged.

25. LinkedIn has extensively advertised and promoted the LINKEDIN Marks. LinkedIn and the LINKEDIN Marks have also enjoyed extensive media attention.

26. As a result of the considerable publicity afforded the LINKEDIN Marks, and the strong and loyal base of customers that LinkedIn enjoys for its software and services, the LINKEDIN Marks have a high degree of consumer recognition.

27. LinkedIn is the owner of U.S. registrations for the LINKEDIN Marks.

28. Apart from unauthorized infringing uses of such marks, LinkedIn is not aware of any material use of any highly similar mark by others.

29. Accordingly, when the public encounters the term LINKEDIN, it immediately associates the term with LinkedIn, and thus the LINKEDIN Marks are famous.

30. The LINKEDIN Marks became famous before Applicant filed its application for Applicant's Mark on September 25, 2015.

31. Applicant's Mark is similar to the LINKEDIN Marks, and it is likely to cause dilution of the famous LINKEDIN Marks, including dilution by blurring, all to LinkedIn's damage.

32. Registration of the Applicant's Mark herein opposed is likely to dilute LinkedIn's famous LINKEDIN Marks by creating an association between the marks that impairs the distinctiveness of the LINKEDIN Marks. Thus, Applicant's Mark is unregistrable pursuant to Sections 2(a)(d), 3, 13, and 43(c) of the United States Trademark Act.

33. Wherefore, LinkedIn prays that this Opposition be sustained, and that Application Serial No. 86/768,908 be refused.

Please recognize the following as attorneys for LinkedIn in this proceeding: Janet L. Cullum, Anne H. Peck, Peter J. Willsey, and Judd D. Lauter (members of the Bar of the States of

New York, California, or Virginia), and the firm of Cooley LLP, 1114 Avenue of the Americas, New York, New York 10036-7798.

Please address all communications to Janet L. Cullum at the address below.

In accordance with 37 C.F.R. §§ 2.101 and 2.6(a)(17), the fees for one International Class for the opposed application are submitted herewith.

Respectfully submitted,
COOLEY LLP
Janet L. Cullum

Date: June 22, 2016

By: /Janet L Cullum/
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CERTIFICATE OF SERVICE

I hereby certify that on June 22, 2016, a true and correct copy of the foregoing **NOTICE OF OPPOSITION** was served by mailing said copy via First Class Mail, postage prepaid to Applicant's attorney at the following address:

Robert W. Clarida
Reitler Kailas & Rosenblatt LLC
885 3rd Avenue, Fl. 20
New York, New York 10022-4834

Date: June 22, 2016

/Elizabeth Ortiz /
Elizabeth Ortiz